

INDUSTRY: UTILITIES/ENERGY AND MARKETING &  
COMMUNICATIONS

ACTIVITY: EMPLOYABILITY

SCHOOL: LINLITHGOW ACADEMY

EMPLOYERS: DB GROUP AND ELECTRIFY

## EMPLOYABILITY PROGRAMME

The DYW team in West Lothian supported Linlithgow Academy to develop an Employability Programme targeted at S6 pupils. The programme aimed to support pupils to develop and improve their skills for work through targeted employability sessions delivered by a range of local employers.



*“There is so much value in developing partnerships with local employers who take time to come into our school and offer information sessions on key employability topics. The knowledge these employers are able to share provides our pupils with a competitive advantage in the future workplace.”*



LINLITHGOW ACADEMY BUSINESS EDUCATION DEPARTMENT

### AS A RESULT OF THE SESSIONS PUPILS:

- Increased their employability skills and knowledge
- Increased their confidence in relation to presentation skills and interview techniques
- Had the opportunity to engage with a range of business leaders, including HR Specialists and Company Directors
- Gained insider knowledge into a range of sectors and job roles within West Lothian
- Expanded their knowledge of various routes into industry including apprenticeships.

The DYW Regional Team secured the support of employer partners across a range of sectors, to deliver sessions covering the following topics:

1. MY PATHWAY- EXPLORING THE VARIOUS ROUTES AND PATHWAYS INTO INDUSTRY



2. ONLINE PROFILE- THE IMPORTANCE OF PERSONAL BRAND AND EFFECTIVE SOCIAL MEDIA USE



3. PRESENTATION SKILLS- THE VALUE OF PITCHING IDEAS AND PRODUCTS, AND USING PRESENTATION SKILLS IN AN INTERVIEW SITUATION



4. CVs AND COVERING LETTERS – WHAT AN EFFECTIVE CV/COVERING LETTER SHOULD LOOK LIKE AND WHAT PITFALLS TO AVOID



5. INTERVIEW SKILLS- THE DO'S AND DON'TS, HOW TO PRESENT YOURSELF, DIFFERENT TYPES OF INTERVIEW, INTERVIEW TECHNIQUES



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